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Employment Opportunities of women in flower cultivation at Andanallur Block in Tiruchirappalli District

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Abstract **Agriculture is an important engine of growth and poverty reduction in countries where it is the main occupation of the poor people. In India, most of the people engaged in agriculture in which women contribution is comparatively higher than men. They are extensively involved in agriculture activities all over the world women have undertaken various agricultural activities like sowing, weeding, transplanting, plucking, fertilizer application and post harvest operation. They get more employment opportunities in flower cultivation. This study is an attempt to find out the employment opportunities for women in flower cultivation.**

Keywords — Poverty, Weeding, Plucking, Fertilizer and Employment

I. INTRODUCTION

Agriculture has been and still remains the backbone of many developing countries. Women in India are the backbone of the society and important resource in agriculture and rural economy. They make essential contributions to the agricultural development and allied and household activities and pursue multiple livelihood strategies. In the developing world, in most of the parts, they participate in crop production, floriculture, sericulture, nutrition, livestock care, water and fuel for their families, provide food, livelihoods and engage in off-farm activities to diversity their families, in addition, they carry out vital reproductive functions in caring children and older family member's.

Women also perform more agricultural operation than man. They work for more months in a year than men and perform all operations except ploughing. Women have limited access to use of productive resources and they have little control over decision making process, either inside home or outside home.

Women play a significant and crucial role in agricultural development and allied fields. The nature and extent of women's involvement in agriculture varies greatly from region to region. Women generally accept family taboos to forego employment opportunities. But they have to bear the ultimate responsibility for keeping family intact.

Rural women perform numerous labour intensive jobs such as weeding, grass cutting, picking, cotton stick collection, separation of seeds from fibre, milk processing, preparation of ghee, plucking, fertilizer application etc.

II. FLOWERS

A. Significances of Flowers

The flowers are used for decorating homes by all classes of the people. Flowers are auspiciously used on new-year day, ceremonies, Deepavali, Dashehara, Christmas, Valentine's Day, gathering and interior decorations. Many flowers in nature not only contribute to the aesthetic of a landscape, but have additional uses in nature. Jasmine flower oil becomes a key ingredient in perfumes and bath products like soap and shampoo. Jasmine tea is also a popular use of the flower. Medicinally it helps with cancer treatment, ringworm and tapeworm infections. Sunflower oil prepared from Sunflower for frying foods or other kinds of cooking purposes. Rose petals and hips are used as ingredients in perfumes and health tonics. It is used to make rose tea, which is high in vitamin c.

B. Flower Cultivation in India

Agriculture production can be classified under food crops, commercial crops and horticulture crops. Horticulture includes vegetables, fruits and flower crops. In India, flower production, consumption and trade have been growing more folds in years. There has been stupendous growth in the demand and consumption of floriculture products. It is a major source of employment and income.

Floriculture was included in the EXIM policy of India as one the thrust area for export. It deals with cultivation, marketing and arranging of flowers and foliage plants.

Floriculture includes cultivation of flowering and Ornamental plants for direct sale or for use as raw materials in cosmetic and perfume industry and in the pharmaceutical sector. It also includes production of planting materials through seeds, cutting, budding and grafting. Floriculture is

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an age old farming activity in India having immense potential for generating gainful self-employment among small and marginal farmers. In the recent years it has emerged as a profitable agri-business in India. The production and trade of floriculture has increased consistently over the last 10 years.

C. Objectives

1. To analyse the opportunities for women in floriculture.
2. To enlist the problem faced by women in flower cultivation.

D. Methodology

Tiruchirappalli consists of 7 Taluks. Srirangam Taluk is one of the Taluk of Tiruchirappali district. In this Taluk consists of two blocks namely, Andanallur Block and Manikandan Block. Anadanallur Block consists of 33 revenue village and 25 village panchayat out of 25 village panchayat. In Ettarai and Koppu village, the majority of the farmer village the majority of the farmers depending upon agriculture. They played a pre-dominate role in these villages, and also the farmers cultivated paddy, banana, vegetables and flowers. These villages have been very well farmed as majority of the farmers are engaged in flower cultivation. Flower crops generate more employment opportunities for women than men. The study is analytical in nature. For the purpose of study book primary and secondary data has been used. The study is conducted in Andanallur Block in Tiruchirappalli district. The primary data for 100 respondents were interviewed and secondary data has been collected from journals, magazines, books and websites. The collected data from the sample respondents were classified and tabulated. The percentage analysis is used to analyse the data. The convenient sampling method has been adopted to gather the necessary information from the women in selected villages (Ettarai and Koppu) in Andanallur block. The period of the data is collected from June 2017 to June 2018.

III. REVIEW OF LITERATURE

Dr.B.Rai in his study, "Exports of flowers and floriculture products to the global markets" states that the world's consumption of flowers and floricultural products has been estimated to be worth so million US dollars. Cut flower contribute around 60 percentage of the worlds trade and rest of the business covers seeds, flower bulbs, live ornamental plants, dried flowers, perfumes, gulkand etc. Netherland (59%), Columbia (10%), Italy (6%) and Israel, Equator, Kenya, Thailand, India put together contribute 20% to 25% of total world's floricultural products worth 2127 million rupees, out of which a large share was from the cut flowers of roses. Now to boost the export earings still further, it is needed that the flowers quality should be of world class is also comparatively cheaper, timely and regular supply is assured and adequate advertisement and other promotional efforts are made for needful in the export business.

Mamta Bohra,B.P.Nautiyal and Amit visen in their research, "Women Empowerment through floriculture", states that Twenty first century witnessing a lot of debates on women empowerment and even every year. Women are celebrating the international women's day on 8th march. Women have secured in higher position various fields. In India, it is said that men is born with flowers, live with flowers and finally die with flowers. Flowers are used for various religious and ceremonial functions. No function and occasions are complete without the use of flower either it is welcoming a friend or for providing honour to dignitaries. It can also help them for paving a way to become a good entrepreneur in floriculture. The Government and banks also provides various subsidies to the women farmers.

S.S.Negi, S.P.S.Raghava and Nancha Radish (1999) in their article on flower cultivation studied that new cultivator of chrysanthemum. Chrysanthemum is an important commercial flower grown in Tamilnadu, Karnataka and Maharashtra in an area at 1,500,1000 and 500 hectare respectively. Its flowers are in great demand for making garland and wealth June and religious offerings. At present only a few small flower cultivator are grown for this purpose. Therefore breeding work was initiated in 1973 at Bangalore to develop small flower cultivators.

The cultural requirements of these new cultivators are similar to those of the existing commercial trees. The best method of its propagation is by side suckers. As soon as the flowing is over, the stem is out back 15-20cm above the ground. This induces the formation of side suckers, which are separated from the mother plant and are planted in seed pans with coarse sand for proper growth. Among these diseases are leaf spot in the most serious. The affected foliage turns yellow and then dark brown with black end margins. The plants may be sprayed thoroughly with fly taken 0.2 precent at weekly intervals to control his disease.

Dr.A.D.Ashok and **Dr.M.Vijayakumar** in their article on Indian floriculture has in the past restricted itself to the growing of traditional crops like marigold, jasmine, aster , chrysanthemum and rose have been used as loose flowers, sometimes value added in the form of garlands. These crops still occupy around Two thirds of the total area under floriculture in the country crops like marigold are now available all through the year. In terms of trade, their value covers nearly half of the total value of flowers marketed.

Modem-day floriculture related more to production of high-value cut flower crops such as rose, gladiolus, carnation, orchids, cilium, and gerbera. The commercial cultivation of these crops started mostly in the farm house of affluent farmers. Their frequent travel abroad exposed them to the

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wealth of products available there, which looked better and latest longer. These farmers started importing seeds and other planting materials. Now growing of these cut-flower arrangements has increased subsistent and its share of the total trade has also improved.

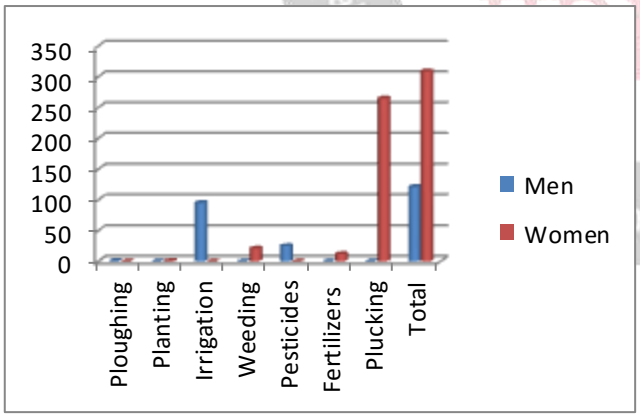
Dr.Misra in his article on floriculture has studied that in the first different categories. For slowly blooms drastic priming is an essential after pruning, spray barrister and roger apply a des of 3-5 kg form yard many plant along with 60kg 1:2:1 NPK and 502 neem cafe 20 Cm among from the main branch. After emergence of leaves, 2.52 mixture offence and potation dissolved on like of at wonder may be spanned at 10 days inter up to flower, bad formation.

IV. RESULTS AND DISCUSSION

In this section results and discussion of the study was presented on the basis of collected primary data from the field. Table 1 discusses about employment opportunities in Flower cultivation.

Table1 : Employment opportunities of men and women in flower cultivation

Types of work (0.50 acre)	Men	Women
Ploughing	1	0
Planting	0	1
Irrigation	95	0
Weeding	0	21
Pesticides	25	0
Fertilizers application	0	12
Plucking	0	265
Total	**121**	**309**



Source: Field Survey

Fig. 1: Employment opportunities of men and women in flower cultivation

Table 1 shows the employment opportunities for men and women in flower cultivation. Out of 121 days men spent one day for ploughing, 95 days are spent for irrigation 25 days are spent for pesticides application. But women spent 1 day in planting, 21 days for weeding, 12 days for fertilizer application and 265 days for plucking. So women are getting more employment opportunities in flower cultivation.

Table 2: Employment opportunities for women in selected villages.

Types of work	No.of respondents in Ettarai village	No.of respondents in Koppu village
Weeding	18	16
Fertilizer application	06	13
Plucking	26	21
	50	50

Source: Field Survey.

Ho:There is no significant association between location and Employment opportunities.

H1: There is significant association between location and Employment opportunities.

Test statistics

Table 3: Test Statistics

	Ettarai	Koppu
Chi – Square	.000	.000
df	2	2
Asymptotic sig	1.000	1.000

3 cells(100.0) have expected frequencies less than 5. The minimum expected cell frequency is 1.0.

From the above chi-square table, chi-square value is greater than our chosen significance level (0.05) we do not reject the null hypothesis. We conclude that there is no association between location and employment opportunities.

Table 4: Problem faced by the women employer in flower cultivation.

Problems	No. Of Respondents
Dual responsibility	43
Wage discrimination	13
Financial problems	16
Drinking habits of husband	18
Unpaid work	10
Total	**100**

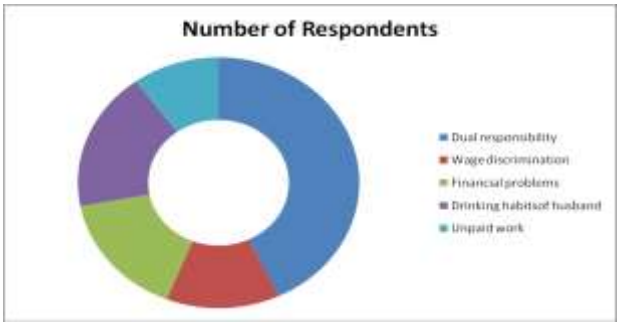


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Fig.2 : *Problem faced by the women employer in flower cultivation.*

Most of the women are maintaining livestock's such as cow, goat, hens they are also home makers that is cleaning home, transporting water, doing laundry, preparing food for family childcare and they also do agricultural activities. She works inside as well as outside the home. Nearly 43% of the women face dual responsibility. Wage discrimination occurs when an employer pays a woman less than a man for substantially equal work. 13% of the women face wage discrimination. In rural area, women are dependent to male especially in finance. 16% of the respondents face financial problems. 10 to 18% of women face problem caused by the drinking habits of husband and suffer unpaid work. So they participate in floriculture work as unpaid subsistence labour.

Findings:

- The study identified that out of 365 days women getting employment opportunities in flower cultivation around 309 days and men spent 121 days.
- From this study it is identified that women have 26 days for plucking work in Ettarai village and 21 days in Koppu village.
- 43% of the women respondents are faced dual responsibility, 18% respondents in drinking habits of husband, and other problems 13% 16% and 10% respectively.

Suggestions:

- The banks should provide more credit reduce the interest rate for women employer.
- Government should give financial assistance for women.
- The government should take the necessary steps to safeguard to be following when using of fertilizer application and also conduct free medical camps.
- Educated women should involve in the flower cultivation.

V. CONCLUSION

Women are an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. Women's economic empowerment could reduce poverty. Women now have heavier responsibility and perhaps a strong presence but their say is still largely unheard. This study focused the flower crops generate more employment opportunities for the people of these villages. Women workers constitute a great percentage them men workers. The study is analysed the various problems faced by the women in flower cultivation based on primary data. Most of the women respondents are faced dual responsibility, drinking habits of husband and other problems. It is important for women to acquire better education and to protect the economy. This work can enhance by the educated women for more production using natural fertilizers in flower cultivation.

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